



**PACT FOR  
SKILLS**

# Increasing policy attention to skills policies

**EUROPEAN  
YEAR OF  
SKILLS**



At least

**60%**

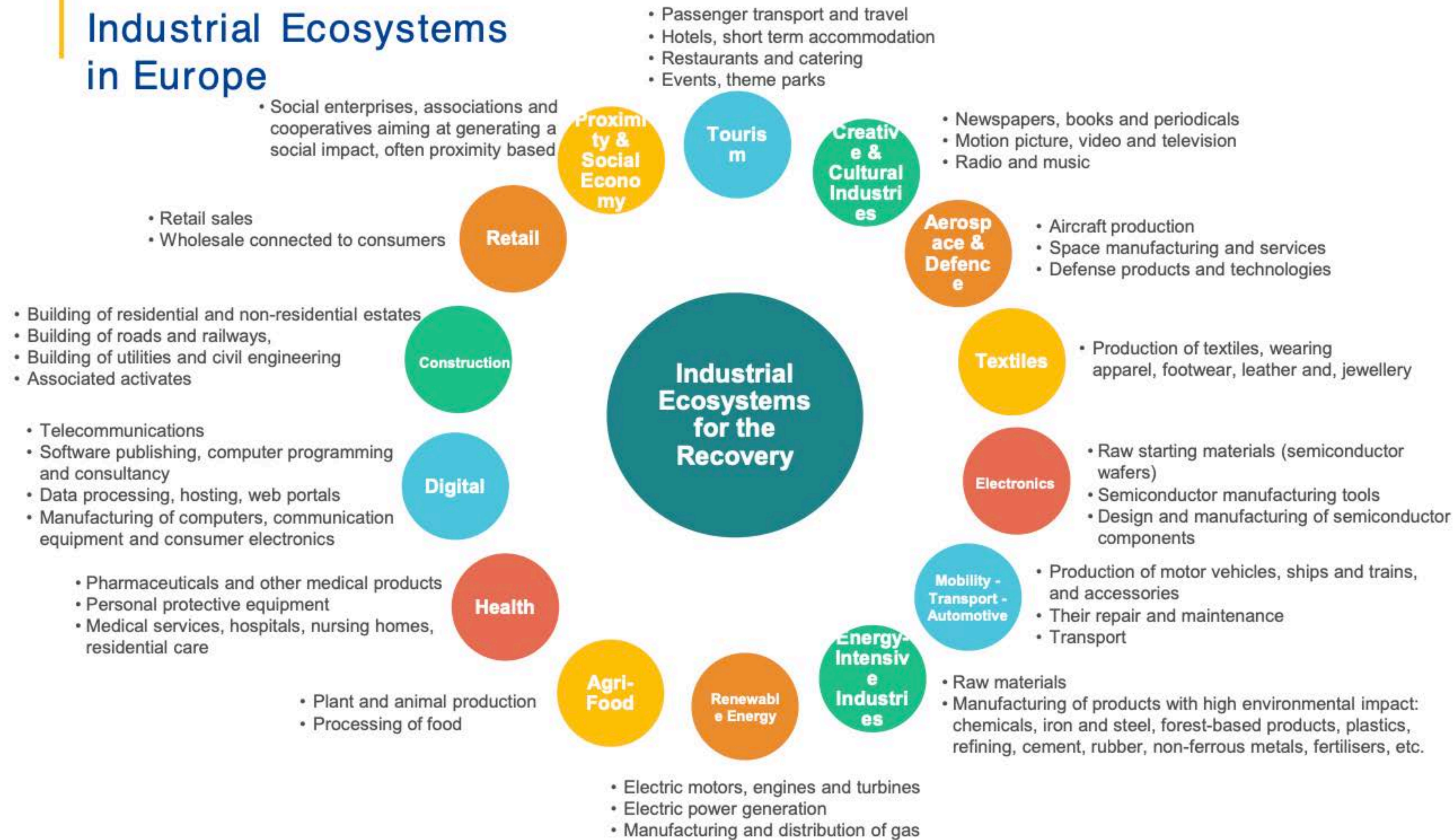
of all adults should participate in training every year by 2030

**37.4% in 2016**

2021

2030

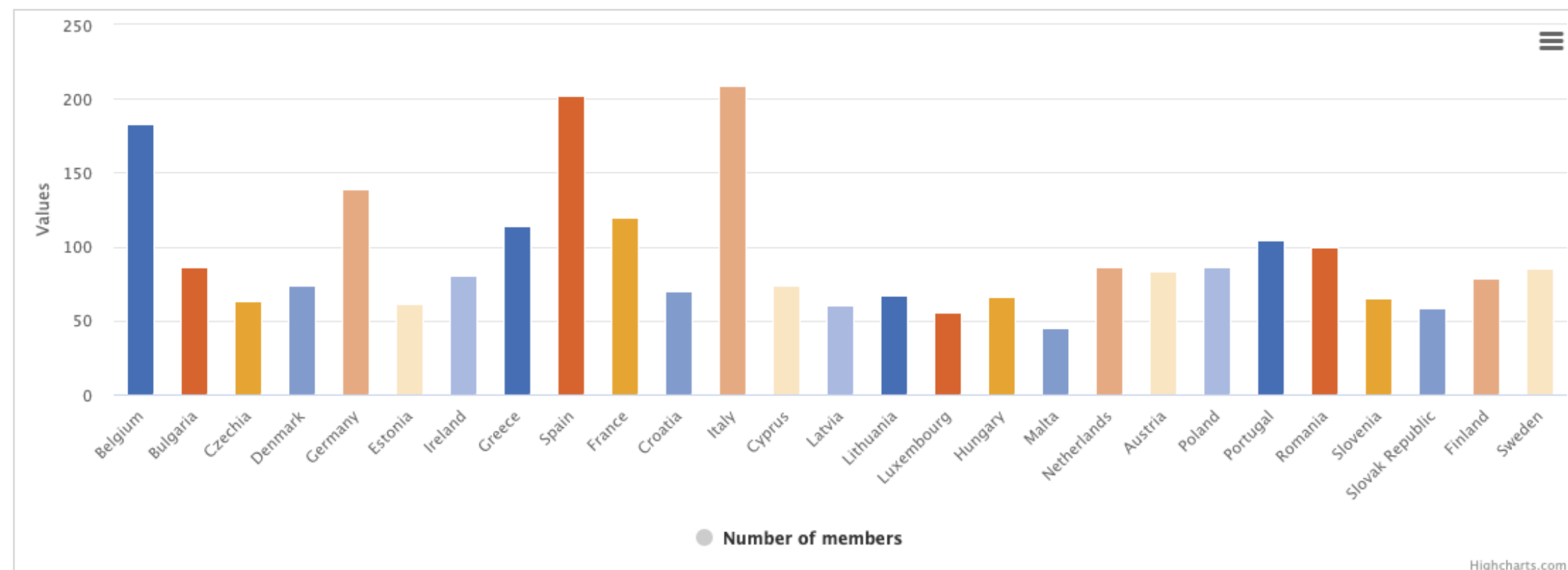
# Industrial Ecosystems in Europe



# 1.500+ Pact for Skills Members



An initiative of the European Commission



1. Skills Partnership for the Automotive Ecosystem (Automotive Skills Alliance)
2. Skills partnership for Microelectronics
3. Skills partnership for Aerospace and Defence
4. Skills partnership for Offshore Renewable Energy (ORE)
5. Skills partnership for Textile, clothing, leather and footwear industries (TCLF)
6. Skills Partnership for the Tourism Ecosystem
7. Skills partnership for Construction
8. Skills partnership for Shipbuilding and Maritime Technology
9. Skills partnership for the Agri-food Ecosystem
- 10. Skills partnership for the Cultural and Creative Industries (CCI) Ecosystem**
11. Skills partnership for the Proximity & Social Economy ecosystem
12. Skills Partnership for the Digital Ecosystem
13. Skills Partnership for the Retail Ecosystem
14. Skills Partnership for Health

# Bottom up Large Scale Partnership - CC



Large-scale partnership co-leaders:



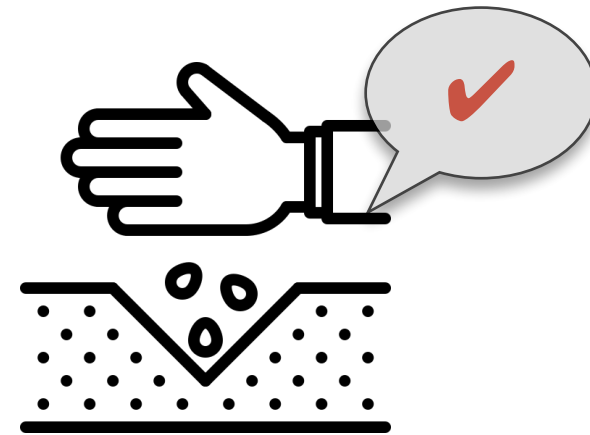
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An initiative of the European Commission

# Building a large-scale skills Partnership for CCI



Phases and proposed procedures for the Co-Creation of the Pact for Skills (P4S) of the CCI ecosystem.



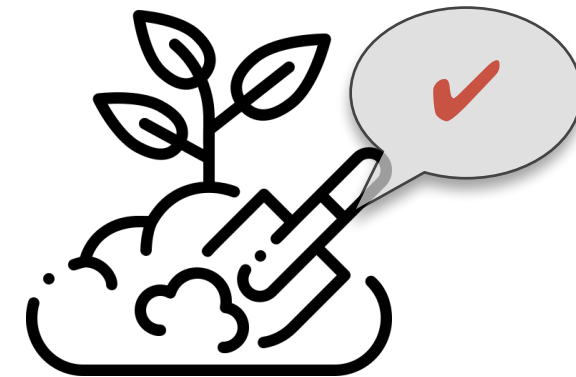
## Kick-off

15th of October - 15th of November

Call for expression of interest to help CCI ecosystem stakeholders to identify interested organisations in working together on the large-scale skills partnership for CCI.

Presentation of the Initiative on the 15th of October by DG Grow  
Expression of Interest for Focus Group or Steering Group by 5th of November

-> 32 for the steering group and 32 for the focus group



## 1. Constituent phase

15th of November - 15th of December 2021

Laying the groundwork for a large-scale skills partnership for the CCI industrial ecosystem.

Three different organisations in the CCI ecosystem have been tasked by the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs to lead the development of a large-scale skills partnership for the CCI.

### Co-Leaders PS4

*Isabelle Verilhac*, BEDA President  
*Daphne Tepper*, Creative Skills Europe Coordinator  
*Gerin Trautenberg*, ECBN Executive Board

### Todo:

- Agree on the co-creation process
- Discuss how to involve more stakeholders
- Agree on the structure of the outcome
- First draft and proposal for the co-creation process

### Structure of the paper

- Background and sector - facts and figures
- Problem description - identified challenges
- 5-6 Analysis points - solving challenges
- Summary and outlook
- Recommendations (local, national and EU level) and KPIs



## 2. Consultation Phase

January - February 2022

Outlining the P4S paper, and start the discussion process with the Steering Group. Presentation of the **Frist Draft February** by Co-Leader Group.

Challenging the 5-6 main identified challenges and solutions by the Steering Group. Proposal for alternative analytical points and challenges.

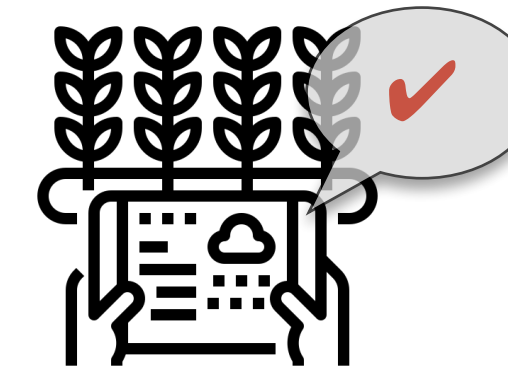
**Participants:** approx 40 members of Steering group

**Proposed Process:** Forming up to 3 Groups, each of the Groups handles the paper. Group is electing a Rapporteur who is reporting the discussed challenges and proposes changes. Each of the groups has to reason for its challenging points and come up with alternative wording or new formulations.

**Venue:** Zoom Call, approx 90min, with 3 Breakout session

**Goal:** Elect of 3 Rapporteurs and find wording for each of the paragraphs

- Points for Consultation
- **Topics and Themes**
  - **Objectives**
  - **Action points**
  - **KPIs**



## 3. Challenging Phase

February - March 2022

This third phase tests the skill challenges defined by the Steering group. **The final draft** will be presented to the members of the focus group and awaits comments.

Participants: approx 42 Members of Focus group

**Venue:** Zoom call approx 90min and Survey

**Process:** One live conference where the 3 Rapporteurs present their analysis and reasoning for the points and ask the Focus group to feedback and/or approve the five blocks.

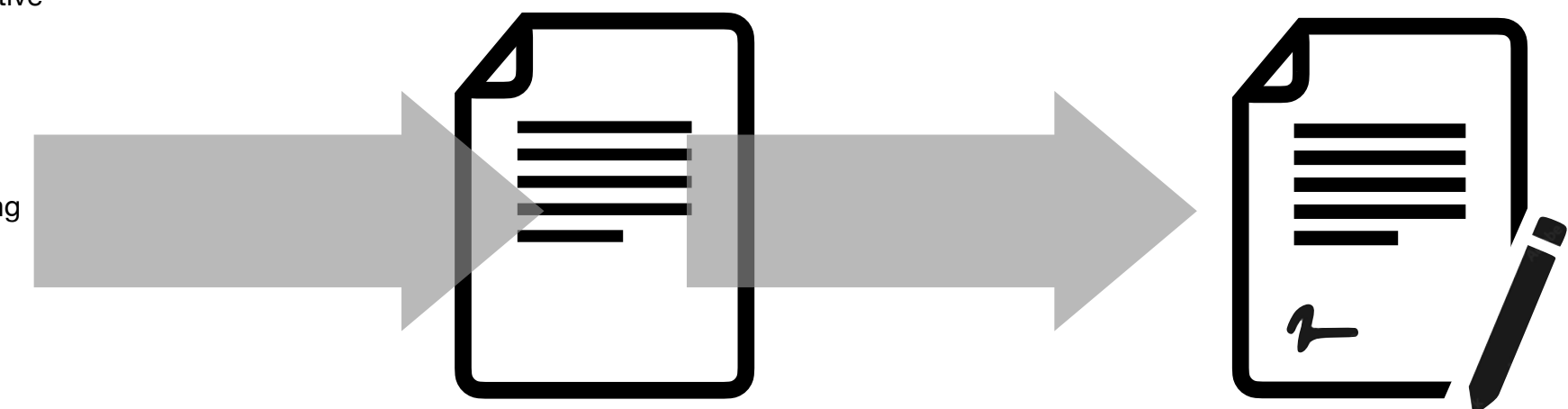


## Public Presentation and Endorsement

March/April 2022

Presentation of the final paper at a PS4 conference where the results are presented by the Rapporteurs and the Co-Leaders as well as the Commissioner.

Formal act where the present organisation sign the P4S formally.





# These organizations endorse and support the Large-scale skills partnership for the Cultural and Creative Industries Ecosystem

The Creative Pact for Skills (C-P4S) Manifesto (Date: 18.April, 2023)

Contact for further informations: p4s@ecbnetwork.eu

## Large-scale partnership co-leaders:



## European social partners



## European and International Networks, Organisations and Projects:



## Educational and Vocational Training providers:



## National and Regional Networks and Organisations:



## CCI professionals, Research and Companies



## Draft Work Plan

### The working groups

To implement the 6 Action points of the Manifesto:

- 1) Mapping and sharing resources
- 2) Promoting the collection of data
- 3) Promoting the mutual recognition of training paths
- 4) Joining forces with other European initiatives
- 5) Setting up a 'Creative Skills Week'
- 6) Using a 'Pact for Skills visual identity'

**Key objectives of the working groups:** collecting information on existing information/resources produced by the members of the partnership, organising the information so that it could be shared and used / contributing to the KPIs



## Draft Work Plan

### The working groups

Suggested working groups:

- 1) **Intelligence and data gathering** (from within the partnership and from other sources) and exploring the possibility to set up an online space where all resources collected could be made available to the members of the partnership and to a broader audience
- 2) **Communication and outreach** including how to reach and target new members, and work on external communication strategy for the LSP (i.e., through the Creative Skills Week and other communication activities)
- 3) Working group on skills for the digital environment
- 4) Working group on entrepreneurial skills
- 5) Working group on cross-sectoral innovation
- 6) Working group on skills for the green transformation

## Draft Work Plan

### The working groups

#### **THEMATIC WORKING GROUPS:**

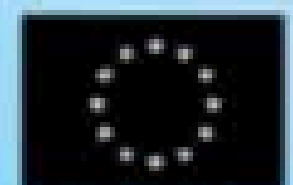
- Topics taken from the list of priority skills needs on page 3 of the Manifesto
- To share existing initiatives/resources between the different sectors of the CCI ecosystem and to explore what the partnership could bring as added value (in terms of more training opportunities, new learning models, etc.)

- Skills in the digital environment
- Entrepreneurial skills
- Skills for the green transformation,
- Cross-sectoral innovation in and through training
- Crafts and technical skills
- 'On the job learning'

# CREATIVE SKILLS WEEK 2023

10 - 13 OCT  
VIENNA

CYANOTYPE



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the European Union



PACT FOR  
SKILLS *leader*

An initiative of the European Commission



European  
creative  
hubs  
network

di:angewandte  
Universität für angewandte Kunst Wien  
University of Applied Arts Vienna

# EU Services for Pact Members



An initiative of the European Commission

## EU support to skills policies

Policy framework

Building partnerships, promoting mutual and peer learning

Evidence

Funding

# Support from the EU

## Networking Hub

Support in finding partners and first meetings

Link with existing EU tools e.g. Europass, Skills Panorama

Promotion of the activities of the Pact members

## Knowledge Hub

Webinars, seminars, peer learning activities

Updates on EU policies and instruments

Information on projects, tools, instruments and best practices

## Guidance & Resources Hub

Access to information on relevant EU funding

Guidance to identify financial possibilities

Facilitation of exchange between the Pact and national/ regional authorities

Support services to members of the Pact

# Where can you find the database and search tool?

The screenshot shows the top section of the Pact for Skills website. At the top left is the European Commission logo. To its right is a language selector set to 'EN English' and a search bar with a 'Search' button. Below this is a breadcrumb trail: 'Energy, Climate change, Environment' > 'Pact for Skills'. The main navigation menu includes: 'Home', 'About the Pact for Skills', 'Community resources', 'Workers and learners', 'Press and Multipliers', and 'Stakeholders and business'. A dropdown menu is open under 'Stakeholders and business', showing 'Funding opportunities' (highlighted with an orange arrow) and 'Pact for Skills FAQ'. Below the navigation is a large banner with the text 'Welcome to the Pact for Skills' and a sub-header: 'The Pact for Skills aims to get public and private organisations together and encourage them to make concrete commitments to upskilling and reskilling adults.' A yellow button labeled 'Join the Pact' is visible. The banner also features illustrations of a drone, wind turbines, and two business professionals.

# What is the database and search tool for funding opportunities?

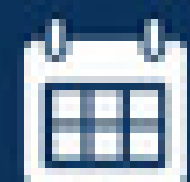
*A user-friendly tool at the disposal of the Pact for Skills members and the wider community of stakeholders interested in upskilling and reskilling, with information on funding opportunities.*





# A networking event for potential **Pact for Skills** members

**PACT FOR SKILLS**



25.05.23



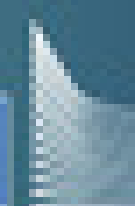
10:00 - 15:30 CEST



ONLINE



**#PactForSkills**



European  
Commission

[Link to the registration](#)



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[gerin@ecbnetwork.eu](mailto:gerin@ecbnetwork.eu)  
[www.ecbnetwork.eu](http://www.ecbnetwork.eu)

twitter: g\_rin



The European Federation of Creative Economy / former ECBN



 Culture & Creativity

Creatives without borders  
Innovation without limits



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# CREATED in EUROPE

A game-changer for **UNLOCKING THE LATENT VALUE** of the Cultural and Creative Sectors and Industries (CCSI), and driving Europe's green, digital and social transformations.

90%

Percentage of CCSI companies that are small and medium-sized.

€450 bn

Value-added generated by European Cultural and Creative Sectors and Industries.

215 million

Visitors per annum to cultural and creative venues.



## A public-private partnership

### Diversity is the front door to innovation

**Diverse** – including diverse types of organisations, and cultural and creative subsectors.

**Open** – membership schemes designed for micro-enterprises, artists and entrepreneurs.

**Collaborative** – working together for shared visions.

**Fit for purpose** – growth strategy aligned for long term impact.



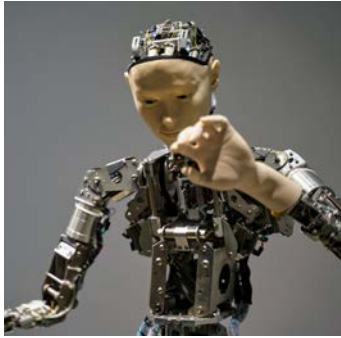
# Our programmes and initiatives



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Photo by Josh Hild on Unsplash



# Levelling the playing field through cross-fertilisation

Technology  
Business Model  
Artistic  
Social  
Policy

**INNOVATION**

Learners  
Educators  
Professionals  
Artists

Digital  
Green  
Social

**TRANSFORMATION**

Innovators  
Researchers  
Entrepreneurs  
Corporates  
Investors  
Policymakers

5 Strategic Objectives | 10 Action Programmes  
4 Flagship Initiatives



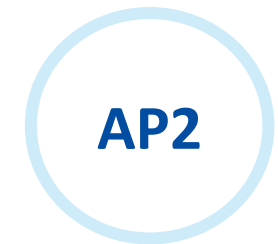
## EDUCATION | Strategic Objective 1

We will create and deploy interdisciplinary education programmes for **future-proofing the skillsets of students and professionals** in the cultural and creative sectors and industries, and **cross-fertilising other sectors with creativity and design as transversals skills**.



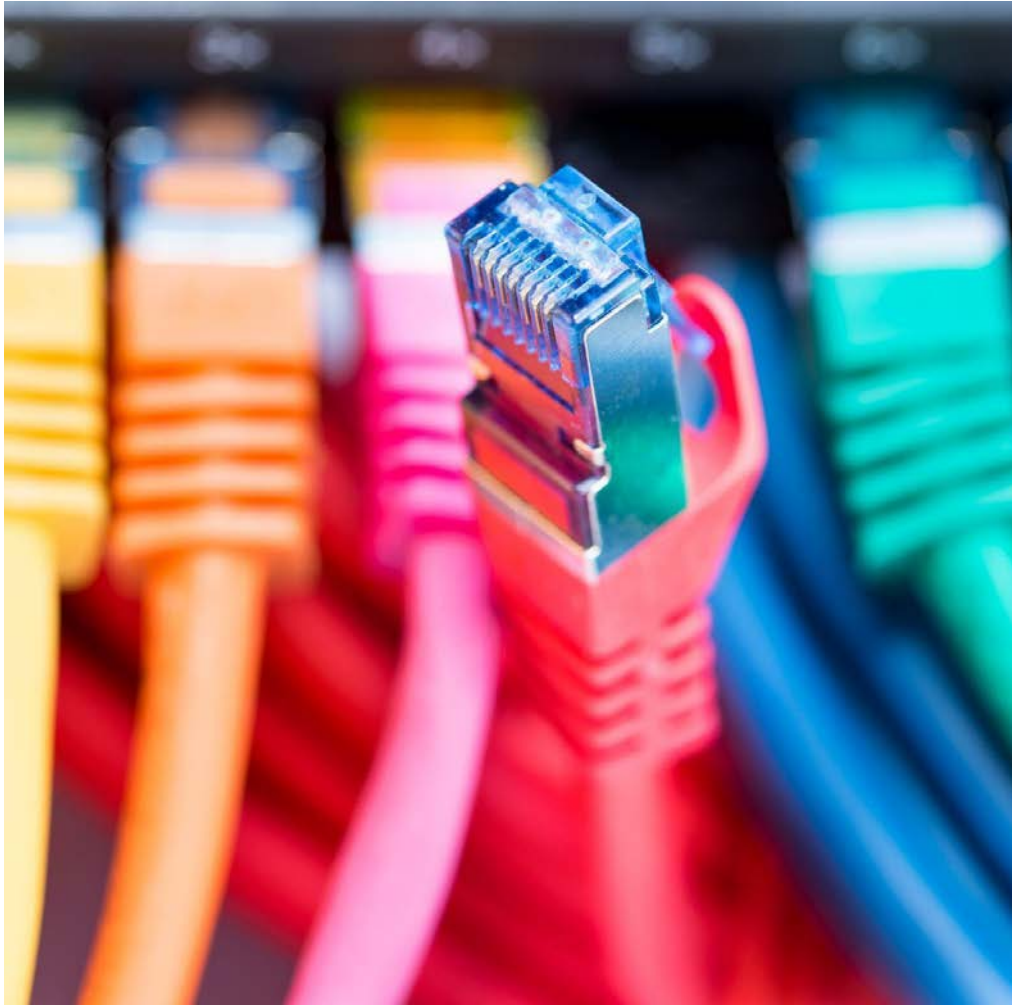
Talent Scaler

Action Programmes



Skills Fitter





## INNOVATION | Strategic Objective 2

We will translate Europe's leading knowledge, technologies and innovations into products, services and experiences leveraging **collaborations across domains** by creative stakeholders, researchers, innovators and entrepreneurs, while **driving the Triple Transition (Green, Digital & Social)** of and with cultural and creative sectors and industries.

AP3

Action Programmes

AP4

Breakthrough Lab

Triple Transformer



## CREATION | Strategic Objective 3

We will **co-create private and public value** by working to **connect startups with the market**, and implementing innovative solutions that open new opportunities for diverse creative players, paving the way for **sustainable ecosystem growth and consolidation**.

AP5

Venture Factory

Action Programmes

AP6

Market Connector



## SOCIETY | Strategic Objective 4

We will unleash the potential of cultural and creative sectors and industries for **social innovation**. By **fostering value-based cultural entrepreneurship**, we will increase **social cohesion, the well-being of communities, sustainability and anchor EU values** in cities, regions and rural areas across Europe.

AP7

Action Programmes

AP8

Value Impacter

Community Catalyser



## SYSTEMS | Strategic Objective 5

We will consolidate an Europe-wide innovation ecosystem leveraging the **data and deep insights required for an evidence-based decision and policymaking** that will unleash the full potential of cultural and creative sectors and industries to improve their own competitiveness, and contribute to Europe's triple transition.

AP9

Action Programmes

AP10

Knowledge Tank

Policy Optimizer

# Flagship Initiatives

Empowered ecosystem for sustainable growth

Create value  
**IP Marketplace**

Leverage capital  
**Investment Club**

Optimize frameworks  
**Policy Club**

Bring people along  
**Novel Narratives**



»We need to take people along«  
President Ursula von der Leyen,  
Fashion Festival Frankfurt



Culture & Creativity

Join us on an  
exciting journey!



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# Get involved



**Are you a policymaker or representative of an association?  
Are you an investor?**

## Policy Club

- Open to policymakers of all governance levels - EU, MS, regional, local - and representatives of associations and civil society organisations
- Team up and synergize for EU innovation policies and funding programmes

## Investment Club

- Join what will be the largest club for investors interested in cultural and creative sectors and industries (CCSI) across Europe
- Open to Investors at all levels – Business Angels, Venture Capital funds, Private Equity , Corporate Venture firm, Loan providers and financial institutions
- Access a wide network of CCSIs stakeholder through events and other initiatives
- Access valuable insights into opportunities, challenges and trends within CCSIs as well as investor training
- Access deal flow of promising innovative investment opportunities from across Europe
- Support us in leveraging multi-million euro funds for CCSIs from private and public sector

# Where to start?

Contact your CLC for support



HQ | Germany

[info@eit-culture-creativity.eu](mailto:info@eit-culture-creativity.eu)

CLC North West | Amsterdam, The Netherlands

[clc-nw@eit-culture-creativity.eu](mailto:clc-nw@eit-culture-creativity.eu)

CLC North | Helsinki, Finland

[clc-n@eit-culture-creativity.eu](mailto:clc-n@eit-culture-creativity.eu)

CLC South | Bologna, Italy

[clc-s@eit-culture-creativity.eu](mailto:clc-s@eit-culture-creativity.eu)

CLC South West | Barcelona

[clc-sw@eit-culture-creativity.eu](mailto:clc-sw@eit-culture-creativity.eu)

CLC South East & Alps | Vienna, Austria

[clc-sea@eit-culture-creativity.eu](mailto:clc-sea@eit-culture-creativity.eu)

CLC East | Kosice, Slovakia

[clc-e@eit-culture-creativity.eu](mailto:clc-e@eit-culture-creativity.eu)





# A collaborative ecosystem

## Engagement Forum at CLCs

- ❑ Access to information, services, agenda-setting cycles, etc.
- ❑ Digital participation campaigns for gathering contributions for agenda-setting processes.
- ❑ Face-to-face and online events with stakeholders to discuss topics/processes.
- ❑ Entry point for co-creation and development of project ideas, match-making, and new agenda topics.

Fully operational starting in 2024

# Founding members

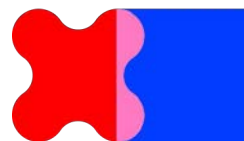


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UNIVERSITET

ELTE  
EÖTVÖS LORÁND  
UNIVERSITY



Consiglio Nazionale  
delle Ricerche



INDUSTRY COMMONS



Hamburg  
Kreativ  
Gesellschaft



Creative UK



Kreativwirtschaft



Austria



CREATIVE  
INDUSTRY  
KOŠICE //



european  
creative  
hubs  
network





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INNOVATE WITH US



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